

12 PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 4-10, 1988

PROGRAM NAME				NO. OF T/C	KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
						AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN			
									TOTAL PERS (2+)	WORKING WOMEN 18+	LOH 18-49 W/CH <3	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOT. 12-17	FEM. 12-17	TOT. 2-11	TOT. 6-11	
DAY	TIME	DUR	NET																									
#STNS	CVG%	TYPE																										
EVENING CONT'D																												
BILL COSBY SHOW-CONT'D	212	99	CS	16	C	28.0	45	2478	1806	348	281	87	860	300	493	441	360	311	519	190	309	285	231	171	168	92	259	167
BOB HOPE'S USO CHRISTMAS(S)	9.30P	90	NBC		A	18.7	31	1657	1831	343	233	63	946	228	423	426	421	459	630	155	318	332	295	260	130	71	124	85
SAT	200	99	CV																									
9.30 - 10.00					A	18.8	29	1666	1816	337	237	75	946	245	423	422	403	460	604	166	312	312	264	246	113	61	153	98
10.00 - 10.30					A	18.9	31	1675	1863	351	239	63	952	230	428	429	424	460	644	159	330	347	307	259	139	76	128	90
10.30 - 11.00					A	18.3	32	1621	1823	343	225	52	946	211	419	429	440	460	648	141	314	339	317	276	140	75	90	67
BUCK JAMES					A	12.4	21	1099	1667	365	292	75	927	280	542	499	465	320	567	171	338	353	299	174	80	55^	93	47^
SUN	10.00P	60	ABC	2	B	11.3	18	1001	1647	366	291	73	916	257	518	503	474	326	565	134	314	338	331	195	76	48	89	55
	215	99	GD	11	C	10.9	18	965	1672	348	262	95	864	229	463	471	454	325	604	165	353	353	341	198	95	49	109	74
10.00 - 10.30					A	12.4	20	1099	1694	359	284	74	921	273	534	497	462	323	583	179	345	354	304	186	81	57^	108	57^
10.30 - 11.00					A	12.5	21	1108	1627	367	299	75	926	284	546	498	465	315	547	160	329	350	291	161	78	53^	76	36^
CAGNEY & LACEY					A	16.1	28	1426	1569	336	265	62	891	251	485	499	432	340	518	128	252	234	263	230	67	30^	93	48
TUE	10.00P	60	CBS	1	B	16.1	28	1426	1569	336	265	62	891	251	485	499	432	340	518	128	252	234	263	230	67	30^	93	48
	209	99	OP	1	C	16.1	28	1426	1569	336	265	62	891	251	485	499	432	340	518	128	252	234	263	230	67	30^	93	48
10.00 - 10.30					A	15.8	27	1400	1568	326	255	62	881	238	471	493	432	343	510	122	244	230	265	229	77	33^	100	49
10.30 - 11.00					A	16.5	30	1462	1561	344	273	61	896	262	495	503	429	335	523	133	257	235	259	229	57	27^	85	46
CATHY(S,R)					A	9.0	13	797	2055	329	268	100	756	365	553	464	292	172	452	194	336	278	193	102	176	73^	671	436
TUE	8.30P	30	CBS																									
	201	97	EA																									
CBS SUNDAY MOVIE					A	13.3	20	1178	1568	245	173	34^	731	177	344	358	360	316	695	149	349	375	399	276	75	30^	67	47^
SUN	8.00P	180	CBS	2	B	16.5	25	1458	1711	292	202	53	778	176	381	410	408	323	749	175	393	408	423	284	82	36	102	66
	210	99	FF	15	C	17.9	28	1587	1651	335	237	65	872	217	436	440	439	363	613	156	313	316	327	248	79	38	87	52
TERRORIST ON TRIAL					A	13.9	20	1232	1588	258	161	11^	732	131	290	334	378	363	719	136	348	378	419	296	53	28^	84	61
8.00 - 8.30					A	13.0	19	1152	1593	249	153	19^	758	159	317	355	383	356	712	137	339	375	416	298	50^	26^	73	50^
8.30 - 9.00					A	13.2	19	1170	1611	253	182	39^	763	202	370	376	364	318	705	162	366	384	398	266	79	18^	65	47^
9.00 - 9.30					A	13.3	20	1178	1585	256	195	46^	748	200	382	378	367	297	681	153	353	371	389	260	88	31^	68	49^
9.30 - 10.00					A	13.5	22	1196	1524	224	170	40^	689	180	350	347	338	280	674	139	335	370	392	271	96	44^	66	49^
10.00 - 10.30					A	12.8	22	1134	1516	228	180	49^	702	193	361	363	334	282	687	167	355	372	382	265	84	31^	43^	27^
10.30 - 11.00																												
CHARMINGS(R)					A	8.2	12	727	1895	240	203	72^	737	232	424	390	343	283	551	225	400	349	254	141	134	74^	473	349
THU	8.30P	30	ABC	1	B	8.2	12	727	1895	240	203	72^	737	232	424	390	343	283	551	225	400	349	254	141	134	74^	473	349
	200	94	CS	11	C	7.9	13	702	1720	254	211	78	716	254	407	368	313	263	523	218	351	301	229	144	154	79	327	236
CHEERS					A	28.1	41	2490	1851	396	338	118	876	372	597	549	361	225	579	258	428	388	259	121	177	83	219	136
THU	9.00P	30	NBC	2	B	22.0	38	1949	1875	393	333	103	879	334	569	522	376	257	592	257	414	370	259	142	182	94	222	144
	206	99	CS	15	C	23.7	39	2103	1729	370	307	106	829	342	537	477	339	242	567	238	386	348	252	142	157	86	177	107

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 4-10, 1988

PROGRAM NAME						HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET	NO. OF T/C	KEY	AVG. AUD. %	AVG. SH %	AVG. AUD. 0,000	TOTAL WORKING				W O M E N					M E N					T E E N S		C H I L D R E N				
									PERS	WOMEN	18-49	18- W/CH	18-	18- 49	25-	35-	18-	18- 49	25-	35-	TOT.	FEM.	TOT.	TOT.					
#STNS	CVG%	TYPE				%	%	0,000	(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-	12-	2-	6-	
EVENING CONT'D																													
KNOTS LANDING						A	17.0	28	1506	1622	386	316	79	938	333	554	497	400	332	467	182	300	271	208	143	109	67	109	72
THU	10.00P	60	CBS	1		B	17.0	28	1506	1622	386	316	79	938	333	554	497	400	332	467	182	300	271	208	143	109	67	109	72
	209	99	GD	13		C	15.3	26	1358	1537	377	301	87	920	322	526	472	390	338	436	179	270	247	183	136	83	44	97	63
	10.00 - 10.30					A	16.9	27	1497	1634	384	316	80	933	325	546	489	401	337	473	186	308	280	210	143	111	69	116	77
	10.30 - 11.00					A	17.1	29	1515	1610	387	316	77	942	341	561	506	400	328	461	179	292	263	205	143	106	65	101	67
L.A. LAW						A	21.7	36	1923	1735	362	298	101	848	336	570	537	392	219	661	262	460	443	325	150	114	61	112	60
THU	10.00P	60	NBC	1		B	21.7	36	1923	1735	362	298	101	848	336	570	537	392	219	661	262	460	443	325	150	114	61	112	60
	212	99	GD	11		C	18.7	33	1660	1604	340	272	103	799	304	512	482	369	235	628	240	413	387	303	173	92	54	85	45
	10.00 - 10.30					A	22.0	35	1949	1739	361	296	107	853	338	573	544	394	220	642	255	448	434	318	148	118	63	125	68
	10.30 - 11.00					A	21.3	37	1887	1739	366	302	95	846	335	570	532	390	218	684	270	474	455	335	154	110	59	99	52
MACGYVER						A	15.3	22	1356	1805	269	210	99	762	214	427	381	377	292	689	206	410	403	355	227	139	51	216	137
MON	8.00P	60	ABC	1		B	15.3	22	1356	1805	269	210	99	762	214	427	381	377	292	689	206	410	403	355	227	139	51	216	137
	209	97	A	13		C	12.7	20	1122	1673	256	197	64	713	190	366	344	355	301	664	210	368	347	320	237	128	58	168	97
	8.00 - 8.30					A	14.5	20	1285	1778	273	207	97																

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8

23

PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 4-10, 1988

PROGRAM NAME DAY TIME DUR NET OF #STNS CVG% TYPE T/C					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
						AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
									TOTAL PERS (2+)	WORKING WOMEN 18+	LOH 18-49 W/CH 49 18- W/CH 49 18- W/CH 49	18-49 W/CH 49	18- W/CH 49	18- W/CH 49	25- W/CH 49	35- W/CH 49	35+ W/CH 49	TOTAL	18- W/CH 49	18- W/CH 49	25- W/CH 49	35- W/CH 49	35+ W/CH 49	TOTAL	18- W/CH 49	18- W/CH 49	25- W/CH 49	35- W/CH 49	35+ W/CH 49	TOT. 12- 17	FEM. 12- 17	TOT. 2- 11	TOT. 6- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
EVENING CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
PRESIDENTIAL PORTRAIT-CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	

PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN.4-10, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING PERS				W O M E N					M E N					T E E N S		CHILDREN				
									(2+)	18+	49	18-49 W/CH	18-	18-	25-	35-	55+	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+
EVENING CONT'D																													
SLEDGE HAMMER					A	8.5	12	753	1776	209	175	69A	692	210	405	375	324	259	646	250	449	391	286	178	113	63A	326	209	
THU 8.00P 30 ABC 2					B	8.3	13	731	1748	221	173	56A	716	193	396	371	351	289	674	218	430	396	334	209	110	64	248	157	
207 97 CS 15					C	7.6	12	675	1670	222	170	66	687	208	351	334	314	291	618	216	378	343	295	200	119	42	246	170	
SPENSER: FOR HIRE					A	15.3	22	1356	1800	316	243	76	806	203	438	419	431	308	707	193	392	387	382	258	107	60	180	104	
SUN 8.00P 60 ABC 2					B	13.2	19	1165	1856	292	233	86	776	227	447	413	393	283	718	227	443	418	377	220	123	61	239	143	
211 98 PD 12					C	10.7	16	949	1820	319	255	93	779	246	454	421	380	275	679	227	421	394	355	208	128	57	234	133	
8.00 - 8.30					A	14.4	21	1276	1812	320	243	76	808	208	440	422	432	307	702	202	391	390	370	251	105	55	196	115	
8.30 - 9.00					A	16.3	23	1444	1779	310	241	75	800	197	435	413	427	308	707	185	391	382	391	263	108	63	164	94	
SPORTSBREAK-SAT					A	12.2	19	1081	1843	306	246	89	798	245	477	465	397	263	683	226	421	389	335	221	147	68	214	129	
SAT 9.58P 1 CBS 2					B	11.0	18	975	1827	331	268	93	816	248	474	471	411	276	672	196	403	399	351	218	137	64	202	130	
209 99 SN 16					C	8.3	15	733	1665	293	223	66	794	219	407	403	372	329	630	181	350	360	317	224	105	48	136	85	
SPORTSBREAK-SUN					A	13.3	20	1178	1553	243	187	36A	713	187	362	352	348	290	700	151	359	386	404	270	80	28A	59	40A	
SUN 9.55P 1 CBS 2					B	17.2	26	1524	1742	300	214	57	781	189	401	424	407	308	768	182	411	424	433	286	84	37	108	72	
210 99 SN 16					C	17.6	27	1559	1657	338	242	66	878	219	444	445	443	363	615	154	315	316	332	249	78	36	86	53	
THIRTSOMETHING					A	13.9	24	1232	1600	385	342	160	834	490	671	553	269	139	525	269	407	402	216	78	98	66	142	81	
TUE 10.00P 60 ABC 2					B	12.4	22	1099	1618	350	312	147	816	440	632	523	290	155	521	255	400	384	226	78	134	85	147	92	
215 99 GD 12					C	13.5	24	1195	1575	361	321	151	827	450	640	538	295	152	495	262	386	348	197	78	123	73	130	76	
10.00 - 10.30					A	14.4	24	1276	1608	389	346	153	836	486	666	551	275	144	514	261	399	394	214	77	113	72	146	83	
10.30 - 11.00					A	13.5	24	1196	1578	379	336	167	826	492	672	550	260	134	533	276	413	409	217	79	82	59	137	78	
TOUR OF DUTY					A	12.5	18	1108	1757	265	207	71	731	224	422	397	361	264	754	262	486	460	376	226	83	31A	189	123	
THU 8.00P 60 CBS 1					B	12.5	18	1108	1757	265	207	71	731	224	422	397	361	264	754	262	486	460	376	226	83	31A	189	123	
203 99 GD 11					C	10.8	17	953	1655	259	197	59	663	194	380	362	329	242	724	257	477	455	362	200	121	44	146	87	
8.00 - 8.30					A	11.8	17	1045	1739	257	199	63	728	212	410	384	362	277	737	246	465	440	365	237	86	32A	189	125	
8.30 - 9.00					A	13.2	19	1170	1773	273	214	77	734	234	432	408	360	252	769	277	505	477	385	216	81	29A	189	122	
TRACEY ULLMAN SHOW					A	3.8	6	337	1729	315	281	106A	678	355	503	427	246	138A	698	398	565	456	268	65A	195	117A	158A	88A	
SUN 9.00P 30 FOX 2					B	3.1	4	275	1787	359	326	99A	728	397	569	481	257	132A	709	423	599	488	257	64A	210	124A	140A	83A	
118 87 CS 15					C	3.0	4	267	1751	342	302	79A	655	352	515	436	255	107	640	351	538	435	256	78A	246	138	209	136	
20/20					A	16.2	28	1435	1654	352	278	87	830	286	505	496	405	257	624	225	380	380	282	196	106	60	93	61	
FRI 10.00P 60 ABC 2					B	14.0	24	1236	1680	344	261	80	813	253	470	474	411	268	662	222	403	400	323	204	105	57	101	66	
218 99 DN 17					C	12.8	24	1134	1616	299	222	88	801	241	440	432	388	295	623	197	368	373	301	201	90	44	101	63	
10.00 - 10.30					A	16.0	27	1418	1665	352	282	90	836	290	508	498	402	258	623	223	385	383	286	191	109	60	97	65	
10.30 - 11.00					A	16.3	28	1444	1653	353	275	84	830	285	504	497	409	258	629	228	376	378	280	202	104	60	91	57	
21 JUMP STREET					A	5.2	8	461	1676	368	329	76A	741	430	606	435	262	99A	594	382	544	340	192	49A	192	90A	149	103A	
SUN 7.00P 60 FOX 2					B	4.8	7	425	1741	357	325	72A	766	418	619	445	282	125	535	331	471	318	183	58A	243	125	197	127	
121 87 OP 17					C	5.4	9	476	1765	360	318	73	702	340	537	424	303	125	557	311	442	338	211	87	278	151	228	143	
7.00 - 7.30					A	5.1	8	452	1637	376	331	65A	728	412	590	436	274	98A	580	358	525	337	201	54A	182	83A	147	110A	
7.30 - 8.00					A	5.2	8	461	1747	368	334	88A	768	457	633	443	255	101A	619	413	574	351	186	45A	206	98A	154	99A	

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 4-10, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE OF T/C					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
						AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING		LOH	W O M I N							M E N					T E E N S		C H I L D R E N			
									PERS	WOMEN	18-49	18-	18	25	35	18-	18-	25-	35-	TOT.	FEM.	TOT.	101.						
									(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-17	17+	2-11	11+	
EVENING CONT'D																													
227					A	18.5	28	1639	1870	332	273	94	893	311	498	427	341	355	518	204	343	327	223	140	177	93	283	180	
SAT	8.30P	30	NBC	2	B	18.7	30	1652	1830	324	269	81	872	283	464	411	339	365	515	201	327	296	213	159	169	92	274	192	
	197	99	CS	14	C	17.1	30	1513	1752	316	247	65	881	255	431	395	353	401	470	156	260	242	201	178	153	94	248	167	
U.S. FIGURE SKATING(S)					A	11.4	17	1010	1787	344	271	58^	898	225	444	471	455	372	585	156	293	303	274	239	92	68	213	132	
SAT	8.00P	120	ABC																										
	212	99	SE																										
	8.00 - 8.30				A	10.7	17	948	1704	304	240	50^	869	217	389	430	414	391	581	149	266	283	262	262	58^	37^	195	118	
	8.30 - 9.00				A	10.7	16	948	1773	326	253	57^	919	220	419	455	451	412	583	138	268	285	263	263	65^	46^	207	124	
	9.00 - 9.30				A	10.8	16	957	1837	385	297	54^	929	238	475	504	490	361	606	164	308	319	284	239	90	72	213	134	
	9.30 - 10.00				A	13.3	20	1178	1840	359	291	69	886	227	484	495	465	395	577	170	325	323	286	204	142	107	234	150	
VALERIE'S FAMILY					A	20.1	28	1781	2003	365	306	87	833	335	561	486	354	219	502	232	372	283	219	111	261	115	407	268	
MON	8.30P	30	NBC	2	B	18.5	28	1639	2005	358	302	89	855	334	565	488	374	240	493	216	346	279	219	123	242	112	415	275	
	203	99	CS	11	C	17.4	26	1542	1883	330	285	101	754	329	529	452	306	185	462	220	350	296	197	92	258	129	409	273	
WEREWOLF(R)					A	4.6	7	408	2202	380	356	124^	863	502	729	569	337	77^	678	375	609	488	280	37^	296	140^	364	270	
SUN	8.00P	30	FOX	2	B	4.3	6	377	2099	350	336	115^	765	429	657	519	310	75^	690	404	614	485	249	54^	266	122	377	270	
	121	87	SM	12	C	4.1	6	364	2032	338	300	88	711	388	584	449	284	90	682	388	574	468	265	77^	278	124	362	229	
WEST 57TH					A	12.0	20	1063	1747	317	260	66	787	258	499	479	40	212	701	294	473	410	338	214	133	50^	124	78	
SAT	10.00P	60	CBS	2	B	10.6	18	935	1702	304	243	68	785	238	448	458	400	250	606	290	418	410	336	220	106	45^	115	74	
	208	99	DN	15	C	7.5	14	664	1594	300	232	67	772	230	418	421	300	200	640	296	380	382	313	212	85	37^	97	56	
	10.00 - 10.30				A	13.4	22	1187	1769	324	265	68	791	254	501	478	411	231	717	293	452	420	344	208	130	44^	131	87	
	10.30 - 11.00				A	10.6	18	939	1720	307	252	64^	783	263	486	479	390	234	606	295	410	397	330	222	137	59^	114	65^	
WHO'S THE BOSS?					A	22.1	32	1958	1845	397	339	110	851	384	585	483	323	227	536	292	381	328	234	123	201	105	257	169	
TUE	8.00P	30	ABC	2	B	20.3	31	1794	1809	351	295	113	803	357	537	447	304	227	517	298	373	324	220	115	198	100	292	195	
	220	99	CS	15	C	21.4	34	1894	1761	347	294	100	774	339	517	436	300	214	400	295	339	292	201	107	210	116	297	203	
WISEGUY					A	11.0	17	975	1576	347	293	87	788	301	522	460	348	232	602	217	407	413	301	141	114	27^	72	55^	
MON	10.00P	60	CBS	1	B	11.0	17	975	1576	347	293	87	788	301	522	460	348	232	602	217	407	413	301	141	114	27^	72	55^	
	210	99	OP	1	C	11.0	17	975	1576	347	293	87	788	301	522	460	348	232	602	217	407	413	301	141	114	27^	72	55^	
	10.00 - 10.30				A	11.2	17	992	1585	369	314	89	814	316	549	477	358	234	502	210	393	393	287	141	112	29^	76	59^	
	10.30 - 11.00				A	10.8	18	957	1566	324	271	84	760	285	493	443	338	230	622	224	422	433	316	141	116	25^	67	52^	
WOMEN IN PRISON(R)					A	2.0	3	177	1678	171^	169^	67^	446	216^	302^	263^	176^	95^	432	268^	347^	214^	103^	85^	294^	211^	506	393	
SAT	8.30P	30	FOX	2	B	2.2	4	195	1712	247	235	80^	553	254	404	333	246	114^	568	302	442	358	200^	99^	222^	173^	369	263	
	106	82	CS	11	C	2.5	4	224	1640	280	227	71^	590	230	384	350	298	159	546	241	379	327	221	138	207	124^	298	206	

PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 4-10, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	WORKING WOMEN			W O M E N						M E N						T E E N S			C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
								18-19+	49		TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	MALE 12-17	FEM. 12-17	TOT. 12-17	TOT. 2-6	MALE 2-6	FEM. 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
EARLY EVENING NEWS																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									

PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 4 10. 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
						AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS				WORKING WOMEN				W O M E N					M E N					T E E N	
DAY	TIME	DUR	NET	NO. OF T/C					(2+)	18+	49	25-54	15-24	TOTAL	34	49	49	54	54	15-24	TOTAL	34	49	49	54	54	12-17	18+
LATE FRINGE CONT'D																												
CBS NEWS NIGHTWATCH-1					A	0.9	8	78	1395	283A	224A	266A	103V	751	354A	512	446	504	466	126A	511	260A	343A	319A	407A	374A	82V	<<
M-THSU 2.00A 30 CBS 9					B	0.9	8	81	1376	249A	178A	194A	95A	684	282A	435	391	435	393	113A	560	231A	374	343A	443	399	59V	20
54 54 N 69					C	0.9	9	77	1252	275A	206A	201A	75V	698	250A	392	360	412	382	75V	460	196A	327A	299A	334	299A	18V	16V
CBS NEWS NIGHTWATCH-2					A	0.8	10	74	1385	329A	220A	279A	96V	773	336A	522	465	526	486	135A	474	246A	310A	280A	373A	330A	90V	<<
M-THSU 2.30A 30 CBS 9					B	0.8	10	75	1366	325A	200A	234A	75V	698	264A	417	386	445	408	117A	529	224A	336A	310A	419	370A	70V	18V
67 62 N 78					C	0.8	11	75	1238	314A	217A	214A	73V	695	245A	393	363	422	390	71V	458	201A	323A	300A	335A	296A	16V	15V
CBS NEWS NIGHTWATCH-3					A	0.8	15	73	1233	302A	211A	231A	62V	791	243A	431A	392A	459A	436A	52V	409A	161A	217A	207A	271A	233A	16V	<<
M-THSU 3.00A 180 CBS 9					B	0.8	14	73	1129	286A	173A	196A	45V	711	190A	345A	323A	399	378A	51V	386A	142A	200A	193A	271A	230A	15V	<<
103 82 N 78					C	0.8	16	73	1133	300A	174A	197A	59V	700	183A	305A	281A	373	345A	50V	364	141A	227A	218A	240A	203A	8V	10V
3.00 - 3.30					A	0.9	13	80	1295	319A	239A	285A	77V	797	296A	471	416A	476	455	44V	445	192A	241A	227A	308A	291A	26V	<<
3.30 - 4.00					A	1.0	16	85	1232	320A	229A	256A	67V	789	254A	452	416	503	472	61V	410	198A	252A	240A	309A	266A	18V	<<
4.00 - 4.30					A	0.9	16	76	1275	322A	223A	248A	75V	847	274A	471	430A	505	471	61V	403A	168A	221A	207A	277A	230A	14V	<<
4.30 - 5.00					A	0.7	15	64	1243	300A	204A	214A	61V	831	260A	445A	413A	477A	449A	55V	382A	142A	204A	188A	247A	208A	17V	<<
5.00 - 5.30					A	0.7	15	66	1112	245A	161A	161A	41V	719	184A	346A	315A	368A	359A	34V	364A	107V	173A	173A	219A	185A	16V	<<
5.30 - 6.00					A	0.8	14	71	1130	269A	181A	183A	41V	697	161A	350A	321A	373A	363A	49V	411A	127A	178A	178A	228A	179A	<<	<<
CBS SUNDAY NEWS					A	3.3	7	292	1512	358	260	254	87A	788	197A	478	439	484	454	116A	637	200A	349	312	373	323	56V	18V

A-CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PERMISSIBLE USES

JAN. 4 10, 1988

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 4-10, 1988

FRIDAY NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	OF	T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH WORKING		W O M E N							M E N		T E E N S			C H I L D R E N										
									18-49		WOMEN	15-	18-	18-	25-	25-	35-	TOTAL	55+	MALE	FEM.	TOT.	MALE	FEM.	TOT.								
#SINS	CVG%	TYPE				%	%		W/CH	18+	49	24	TOTAL	34	49	49	54	64	55+	TOTAL	55+	12-	12-	15-	2-	2-	2-	6-					
MONDAY-FRIDAY DAYTIME CONT'D																																	
DAYS OF OUR LIVES-CONT'D																																	
1.30 - 2.00										A	8.2	24	727	99	214	186	162	861	312	512	388	444	357	293	318	106	33^	81	56	37^	39^	50	27^
GENERAL HOSPITAL										A	8.9	26	789	144	241	202	175	850	366	558	421	471	346	243	263	96	17^	75	47	49	59	58	50
MON-FRI 3.00P 60 ABC 9										B	8.6	25	762	137	258	221	185	863	364	558	419	466	347	258	270	102	23^	87	60	49	62	58	53
218 99 DD 73										C	7.9	26	699	127	241	204	171	877	362	544	410	456	337	287	240	92	23^	69	49	48	51	61	38
3.00 - 3.30										A	8.9	26	787	152	239	202	175	855	371	569	431	478	345	240	258	97	14^	73	45	47	66	65	49
3.30 - 4.00										A	8.9	26	789	137	243	202	176	847	361	548	412	465	348	246	268	95	20^	77	49	51	51	51	51
GUIDING LIGHT										A	7.1	21	633	83	209	165	145	908	283	487	370	412	378	379	331	130	16^	49^	40^	34^	64	50^	49^
MON-FRI 3.00P 60 CBS 8										B	7.1	21	630	72	236	180	153	905	270	474	360	411	402	381	320	116	26^	71	57	40^	65	42^	62
207 99 DD 75										C	5.9	19	521	82	186	125	119	892	233	426	332	389	399	409	265	117	14^	40^	33^	33^	49	41^	42^
3.00 - 3.30										A	7.1	21	633	82	204	165	143	907	283	495	379	420	382	371	332	129	20^	41^	41^	34^	63	51^	46^
3.30 - 4.00										A	7.1	21	633	84	213	165	146	909	283	480	362	404	375	387	330	131	11^	41^	39^	35^	66	48^	52^
LOVING										A	4.8	14	422	130	248	219	143	801	336	549	448	495	347	205	288	80	24^	65^	51^	58^	66^	62^	62^
MON-FRI 12.30P 30 ABC 9										B	4.9	14	434	133	267	234	157	799	344	551	442	488	344	202	261	69	35^	85^	64^	73	83	71	85
176 88 DD 73										C	4.3	15	378	147	242	219	148	841	382	572	445	483	329	231	245	67^	21^	41^	73^	83	54^	92	45^
MAIN STREET 4(S)										A	2.7	7	239	33^	181^	154^	110^	723	215^	375	318	357	277	309	505	170^	67^	169^	95^	83^	63^	44^	103^
TUE 4.00P 60 NBC																																	
151 88 CN																																	
4.00 - 4.30										A	2.8	7	248	42^	212^	195^	142^	770	272	452	356	393	290	280	471	146^	59^	166^	83^	83^	45^	46^	83^
4.30 - 5.00										A	2.7	6	239	22^	142^	105^	73^	648	149^	282	268	306	254^	328	520	188^	73^	166^	105^	80^	80^	40^	120^
MR. BELVEDERE-M-F										A	3.2	11	284	97^	270	242	139	700	310	481	379	418	286	180	385	66^	55^	69^	61^	84^	104^	114^	74^
MON-FRI 11.30A 30 ABC 9										B	3.9	13	342	91	240	206	160	636	296	445	333	369	258	156	331	56^	75^	117	72^	121	134	90	165
141 71 CS 87										C	2.9	12	258	127	231	201	141	719	332	499	386	416	283	190	296	55^	38^	67^	43^	117	77^	119	75^
NBC NEWS DIGEST-DAYTIME										A	5.1	15	455	88	197	180	109	867	263	452	355	397	346	373	338	106	33^	62^	22^	39^	50^	58^	31^
M-F 2.57P 1 NBC 5										B	5.2	15	462	85	200	182	133	826	247	440	350	391	344	345	309	118	32^	118	59^	43^	54^	53^	44^
192 95 N 44										C	4.6	16	411	70	199	175	144	821	239	440	337	393	365	325	312	107	30^	85	58^	27^	42^	36^	32^
NEW CARD SHARKS										A	3.7	14	326	53^	211	174	68^	718	190	368	308	329	346	329	477	241	18^	18^	15^	100^	75^	97^	79^
MON-FRI 10.30A 30 CBS 9										B	3.8	14	340	48^	200	159	60^	697	168	344	296	326	354	322	443	226	34^	38^	18^	120	93	94	119
163 78 QP 75										C	3.3	15	289	85^	145	105	62^	701	192	333	280	342	329	305	447	253	23^	24^	17^	80^	67^	91	56^
NEWSBREAK-11.57										A	6.5	22	574	57^	225	170	82	781	192	355	280	335	362	372	450	207	12^	24^	12^	35^	55^	55^	35^
MON-FRI 11.57A 2 CBS 9										B	6.6	21	587	63	217	167	89	729	183	336	263	314	338	344	438	199	29^	44^	26^	81	76	66	91
177 83 N 74										C	5.1	21	467	61	177	130	77	752	183	325	257	309	313	375	417	209	19^	22^	17^	54^	57	67	43^
NEWSBREAK-3.44										A	6.1	18	556	86	219	174	143	913	291	475	357	399	364	395	331	134	10^	51^	33^	35^	73	53^	51^
MON 3.44P 1 CBS 8										B	6.1	17	540	76	244	194	154	915	279	471	351	397	392	398	313	115	19^	72	47^	38^	73	46^	51^
195 93 N 75										C	5.1	17	452	79	183	131	112	882	276	399	308	363	384	428	258	114	15^	39^	28^	33^	50^	79^	11^
TUE 3.40P 1																																	
WED 3.36P 1																																	
CONT'D																																	

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 4-10, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
DAY	TIME	DUR	NET	CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0000		LOH WORKING			W O M E N							M E N		T E E N S			C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
											18-49 W/CH	18- WOMEN	15- 24	TOTAL	18- 34	18- 49	25- 49	25- 54	35- 64	55+	TOTAL	55+	12- 17	12- 17	15- 17	2- 11	2- 11	2- 5	6- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
MONDAY-FRIDAY DAYTIME CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									

A-CURRENT REPORT B-QUARTER AVERAGE C-MONTH AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 4-10, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
DAY	TIME	DUR	NET #STNS	OF TYPE T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH WORKING		W O M E N							M E N		T E E N S			C H I L D R E N									
									18-49 W/CH	18- 49	15-	18-	18-	25-	25-	35-	TOTAL	55+	MALE	FEM.	TOT.	MALE	FEM.	TOT.	TOT.							
									<3	18+	49	24	TOTAL	34	49	49	54	64	55+	TOTAL	55+	12- 17	12- 17	15- 17	2- 11	2- 11	2- 5	6- 11				
MONDAY-FRIDAY DAYTIME CONT'D																																
WIN, LOSE OR DRAW									A	5.2	18	464	96	193	167	86	790	203	398	323	369	339	346	350	129	17v	38^	23^	39^	38^	45^	32^
MON-FRI 11.30A 30 NBC 9									B	5.3	18	471	82	196	163	111	778	195	387	306	360	345	337	349	137	33^	75	49^	72	74	63	83
185 88 QG 86									C	3.8	16	338	103	164	132	100	806	228	404	322	384	338	340	322	136	26^	37^	32^	51^	71^	73^	49^
YOUNG AND THE RESTLESS									A	9.9	30	874	95	239	210	157	892	316	515	376	421	386	332	340	126	23^	31^	31^	47	68	77	38^
MON-FRI 12.30P 60 CBS 9									B	9.6	28	852	86	244	208	170	875	293	493	358	407	389	333	321	117	25^	57	49	61	80	73	67
210 99 DD 76									C	7.9	28	696	96	201	160	135	864	276	458	340	394	360	352	284	123	18^	29^	28^	42	61	68	36^
12.30 - 1.00									A	9.6	30	852	89	245	215	157	892	312	513	374	420	390	333	354	134	23^	29^	30^	48	67	75	39
1.00 - 1.30									A	10.1	30	895	100	233	204	157	892	320	516	378	422	381	332	326	118	23^	33^	32^	46	70	79	37^

41

JAN. 4 10. 1988

[illegible]

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 4-10, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOT. PERS.	WOMEN			MEN		T E E N S					C H I L D R E N								
DAY	TIME	DUR	NET	NO. OF		AVG. AUD.	SH %	AVG. AUD. 0,000		15- 24	18- 49	15- 24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.	
#STNS	CVG%	TYPE	T/C			%	%		(2+)	24	TOTAL	49	24	TOTAL	17	17	17	14	17	11	11	11	5	11	11	11	8	11
WEEKEND DAYTIME CHILDREN CONT'D																												
SMURFS I-CONT'D																												
SAT	8.30A	30	NBC	2	B	3.4	21	301	1441	30v	336	274	54^	311	152	81^	71^	118^	35v	641	356	286	237	404	233	171	194	210
	204	99	CA	18	C	4.1	22	363	1411	74	325	274	52^	216	165	88	77	113	53^	704	375	330	292	412	228	185	213	199
SMURFS II																												
SAT	9.00A	30	NBC	2	A	5.2	23	461	1565	89^	313	280	86^	313	162	96^	76^	94^	68^	777	409	368	317	461	257	204	237	224
	205	99	CA	18	B	4.9	23	434	1457	77^	368	298	74^	287	157	77^	80^	106	50^	646	361	285	267	378	228	150	188	191
					C	5.3	23	470	1424	97	342	287	70	235	177	70	90	118	58	670	364	306	290	380	216	164	203	177
SMURFS III																												
SAT	9.30A	30	NBC	2	A	6.7	24	594	1619	118	372	346	117	286	174	80^	84^	93^	80^	787	371	416	319	468	249	220	254	215
	205	99	CA	18	B	5.9	23	518	1516	109	384	338	98	275	165	74^	92	97	68^	691	350	341	281	410	233	178	217	193
					C	6.0	23	530	1453	116	359	310	81	238	186	91	95	118	67	670	351	319	288	383	209	174	204	179
TEEN WOLF																												
SAT	12.00N	30	CBS	2	A	4.4	11	390	1884	232	413	374	104^	390	297	142^	154^	156^	141^	784	404	380	383	401	259	141^	148^	253
	166	83	CA	2	B	4.0	11	354	1787	241	441	387	99^	349	271	131	140	145	126^	726	401	326	356	371	228	142	144	227
					C	4.0	11	354	1787	241	441	387	99^	349	271	131	140	145	126^	726	401	326	356	371	228	142	144	227

JAN. 4-10, 1988

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

59

PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 4-10, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK. PERS ING WOM.		W O M E N				M E N										T E E N S			CHD TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
									(2+)	18+	TOTAL	49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64	55+	TOT.	MALE		2-																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
#STNS	CV%	TYPE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									

PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 4-10, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			TOTAL 12 17																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
DAY	TIME	DUR	NET #STNS CVG%	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0.000	TOT. WORK- PERS ING WOM.		W O M E N								M E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
									(2+)	18+	TOTAL	18- 34	18- 49	25- 21+	25- 49	35- 50	35- 64	35- 55+	TOTAL	18- 34	18- 49	21- 21+	25- 49	25- 54	35- 64	35- 55+																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
WEEKEND DAYTIME OTHER																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. JAN. 4, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HIIT	65.3	67.3	68.3	69.5	70.3	71.4	70.1	71.3	71.4	71.8	70.6	69.8	66.7	64.9	62.2	59.6

ABC TV

	MACGYVER				ABC MONDAY NIGHT MOVIE CITY HEAT (PAE)											
AVERAGE AUDIENCE (Hhlds (000) & %)	13,560				12,140											
SHARE AUDIENCE %	15.3				14.5 *											
AVG. AUD. BY 1/4 HR	22				21 *											
	14.5				14.3 *											

CBS TV

	KATE & ALLIE FRANK'S PLACE				NEWHART				DESIGNING WOMEN (PAE)				WISEGUY			
AVERAGE AUDIENCE (Hhlds (000) & %)	14,440				11,870				15,240				14,000			
SHARE AUDIENCE %	16.3				13.4				17.2				15.8			
AVG. AUD. BY 1/4 HR	23				19				24				23			
	16.0				16.7				15.9				11.7			

NBC TV

	ALF				VALERIE'S FAMILY				NBC MONDAY NIGHT MOVIES THE ANN JILLIAN STORY							
AVERAGE AUDIENCE (Hhlds (000) & %)	18,070				17,810				21,090							
SHARE AUDIENCE %	20.4				20.1				23.8							
AVG. AUD. BY 1/4 HR	29				28				35							
	19.6				21.1				22.7							

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	16.7	15.0	11.7	11.7	10.0	9.8	9.8	7.8
SHARE AUDIENCE %	25	22	17	17	14	14	15	13

SUPERSTATIONS

AVERAGE AUDIENCE	4.2	3.7	2.3	2.5	2.5	2.6	2.7	2.3
SHARE AUDIENCE %	6	5	3	4	3	4	4	4

PBS

AVERAGE AUDIENCE	2.2	3.3	3.9	4.6	3.3	3.4	2.7	2.5
SHARE AUDIENCE %	3	5	6	7	5	5	4	4

CABLE ORIG.

AVERAGE AUDIENCE	6.0	7.0	6.3	6.9	7.7	7.1	7.5	6.0
SHARE AUDIENCE %	9	10	9	10	11	10	11	10

PAY SERVICES

AVERAGE AUDIENCE	1.9	2.0	2.8	3.2	3.6	3.3	3.1	3.0
SHARE AUDIENCE %	3	3	4	5	5	5	5	5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. JAN.5, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	64.3	66.3	67.0	67.1	68.4	69.9	70.0	70.1	67.6	67.0	66.4	65.0	60.7	58.5	56.9	54.9

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

WHO'S THE BOSS? GROWING PAINS ← MOONLIGHTING (PAF) → THIRTYSOMETHING (PAF) →

19,580	21,180	16,920	12,320				
22.1	23.9	19.1	19.5 *	18.7 *	13.9	14.4 *	13.5 *
32	34	29	29 *	28 *	24	24 *	24 *
21.0	23.1	23.8	24.0	19.7	19.2	18.9	18.5
							14.8
							14.0
							13.6
							13.4

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

HAPPY NEW YEAR, C. BROWN (R) CATHY (R) ← JAKE AND THE FATMAN (PAF) → CAGNEY & LACEY →

9,300	7,970	11,430	14,260				
10.5	9.0	12.9	12.7 *	13.0 *	16.1	15.8 *	16.5 *
15	13	19	19 *	20 *	28	27 *	30 *
10.7	10.3	8.8	9.2	12.6	12.8	13.0	13.1
							15.4
							16.2
							16.5
							16.5

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← MATLOCK → ← HUNTER → ← CRIME STORY →

17,990			14,620			9,830		
20.3	19.6 *	21.0 *	16.5	16.5 *	16.5 *	11.1	11.4 *	10.8 *
29	28 *	30 *	25	25 *	25 *	19	19 *	19 *
19.1	20.0	21.1	20.9	16.4	16.6	16.7	16.4	11.8
								11.0
								10.7
								10.8

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

16.0	13.9	11.4	11.3	12.5	12.8	12.4	9.8
25	21	16	16	19	19	21	18

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.4	3.5	2.7	3.0	3.5	3.8	3.6	2.6
7	5	4	4	5	6	6	5

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.1	2.4	3.1	3.0	3.2	3.1	2.5	1.9
3	4	4	4	5	5	4	3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.6	5.0	4.4	4.7	5.3	4.6	5.3	4.3
7	7	6	7	8	7	9	8

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.8	3.0	3.1	2.9	3.5	3.3	3.5	3.3
4	4	4	4	5	5	6	6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. WED. JAN. 6, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HOU	63.8	65.2	65.7	66.1	66.6	67.7	68.1	68.1	65.5	65.1	64.8	64.2	62.0	61.0	59.9	58.1

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

PERFECT STRANGERS	HEAD OF THE CLASS	HOOPERMAN	SLAP MAXWELL (PAE)	DYNASTY (PAE)
15,330	15,330	13,820	10,630	11,700
17.3	17.3	15.6	12.0	13.2
26	25	24	19	22
16.9	17.7	17.0	12.2	11.8
		15.1	11.8	13.0
				12.8
				13.4
				13.5

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

OLDEST ROOKIE	EQUALIZER (R)(PAE)
8,770	10,100
9.9	11.4
15	18
10.4	10.1
9.5	10.6
9.8	11.2
9.9	11.6
	12.1
	11.9
	12.2
	11.8

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

HIGHWAY TO HEAVEN	A YEAR IN THE LIFE	ST. ELSEWHERE
15,420	13,020	14,350
17.4	14.7	16.2
16.5 *	14.5 *	16.2 *
26	23	27
15.9	14.5	14.9
17.1	14.4	16.1
18.4	15.0	16.4
18.2		16.3
		16.1

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	16.2	15.0	13.2	12.9	14.0	14.4	12.3	10.9
SHARE AUDIENCE %	25	23	20	19	21	22	20	18

SUPERSTATIONS

AVERAGE AUDIENCE	3.7	3.1	2.9	2.7	3.1	3.2	2.7	2.9
SHARE AUDIENCE %	6	5	4	4	5	5	4	5

PBS

AVERAGE AUDIENCE	2.0	2.6	4.4	4.7	4.4	5.1	3.1	2.6
SHARE AUDIENCE %	3	4	7	7	7	8	5	4

CABLE ORIG.

AVERAGE AUDIENCE	5.7	6.4	7.3	7.0	7.1	7.2	5.7	4.8
SHARE AUDIENCE %	9	10	11	10	11	11	9	8

PAY SERVICES

AVERAGE AUDIENCE	2.6	3.0	3.2	3.2	4.7	4.3	4.4	3.2
SHARE AUDIENCE %	4	5	5	5	7	7	7	6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols see page B.

A-8 Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. JAN. 7, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	65.6	67.1	67.2	68.4	69.7	70.7	68.9	69.2	68.3	67.9	66.2	65.5	63.3	60.6	58.9	57.5

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

SLEDGE HAMMER	CHARMING (R)	ABC THURSDAY NIGHT MOVIE THE STING II (PAE)
7,530	7,270	6,110
8.5	8.2	6.9
12	12	11
8.5	8.5	8.1
		7.0
		10
		6.7
		6.7
		6.9
		6.9
		7.0
		6.9
		6.9

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

TOUR OF DUTY	SIMON & SIMON (PAE)	KNOTS LANDING
11,080	13,640	15,060
12.5	15.4	17.0
18	23	28
11.9	14.4	16.9
	15.3	16.9
	15.9	16.9
	16.0	16.9
		17.0
		17.2
		17.1
		29
		17.1

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

BILL COSBY SHOW	A DIFFERENT WORLD	CHEERS	NIGHT COURT	L.A. LAW
29,060	24,810	24,900	22,590	19,230
32.8	28.0	28.1	25.5	21.7
47	41	41	39	36
31.5	28.0	28.1	25.5	21.5
	28.1	25.5	25.5	21.3
				21.3
				21.4
				21.3
				21.3
				21.3
				21.3
				21.3
				21.3

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	16.0	15.3	12.3	13.1	12.7	12.3	12.2	10.2
SHARE AUDIENCE %	24	23	18	19	19	19	20	18

SUPERSTATIONS

AVERAGE AUDIENCE	4.5	3.7	2.7	2.9	3.2	3.0	3.4	2.7
SHARE AUDIENCE %	7	5	4	4	5	5	5	5

PBS

AVERAGE AUDIENCE	1.6	2.5	2.8	3.1	3.2	3.4	2.4	2.2
SHARE AUDIENCE %	2	4	4	4	5	5	4	4

CABLE ORIG.

AVERAGE AUDIENCE	6.1	5.7	7.0	6.0	5.6	5.5	4.6
SHARE AUDIENCE %	9	8	10	9	8	9	8

PAY SERVICES

AVERAGE AUDIENCE	2.4	2.4	2.8	3.2	3.0	3.5	2.9
SHARE AUDIENCE %	4	3	4	5	5	6	5

U.S. TV HOUSEHOLDS: 88,400,000

For explanation of symbols, See page B.

A-10 Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. FRI. JAN. 8, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	62.7	63.5	62.8	62.9	62.0	62.6	62.9	63.6	63.2	63.4	63.3	62.8	60.5	59.6	58.2	56.1

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

FULL HOUSE	I MARRIED DORA	MR. BELVEDERE	PURSUIT OF HAPPINESS (PAE)	20/20 (PAE)
11,250	11,610	12,670	10,370	14,350
12.7	13.1	14.3	11.7	16.2
20	21	23	19	28
12.1	13.3	13.1	11.7	15.8
				16.2
				16.0 *
				27 *
				16.8
				15.8
				16.3 *
				28 *

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

BEAUTY & THE BEAST	DALLAS (PAE)	FALCON CREST
14,000	15,590	13,380
15.8	17.6	15.1
25	28	26
15.2	16.7	15.5
		15.4 *
		26 *
		14.9
		14.4
		14.7 *
		26 *

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

RAGS TO RICHES	MIAMI VICE (R)	PRIVATE EYE
7,800	10,010	9,210
8.8	11.3	10.4
14	18	18
8.9	10.8	10.4
	10.9	10.3
	11.6	10.3
		10.5
		10.4 *
		17 *
		18 *

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	15.8	14.9	14.1	14.3	12.7	12.6	11.1	8.9
SHARE AUDIENCE %	25	24	23	23	20	20	18	16

SUPERSTATIONS

AVERAGE AUDIENCE	4.3	3.7	3.7	3.9	3.0	3.1	3.2	1.9
SHARE AUDIENCE %	7	6	6	6	5	5	5	3

PBS

AVERAGE AUDIENCE	1.7	2.4	3.7	3.7	2.9	2.8	2.3	1.9
SHARE AUDIENCE %	3	4	6	6	5	4	4	3

CABLE ORIG.

AVERAGE AUDIENCE	6.8	7.1	7.6	7.6	7.1	7.9	6.8	6.0
SHARE AUDIENCE %	11	11	12	12	11	13	11	10

PAY SERVICES

AVERAGE AUDIENCE	2.1	2.1	4.1	4.8	5.3	4.1	3.5	4.0
SHARE AUDIENCE %	3	1	7	8	8	6	6	7

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, see page B.

A 12 Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. JAN. 9, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	61.3	61.7	60.8	61.2	64.5	65.0	64.8	65.3	65.7	66.4	65.2	64.7	61.7	60.5	58.5	57.1	53.7	50.0

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

U.S. FIGURE SKATING (PAE)										HOTEL (PAE)								
10,100										9,390								
11.4	10.7 *			10.7 *			10.8 *			13.3 *	10.6		10.2 *			10.9 *		
17	17 *			16 *			18 *			20 *	18		17 *			19 *		
10.8	10.6	10.9		10.5	10.8		10.9	13.4		13.2	9.9		10.5	11.0		10.9		

CBS TV

(1) (2)

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← HIGH MOUNTAIN RANGERS →				← HOUSTON KNIGHTS (PAE) →				← WEST 57TH →			
14,000				11,780				10,630			
15.8	15.9 *		15.7 *	13.3	12.8 *		13.8 *	12.0	13.4 *		10.6
24	25 *		24 *	20	19 *		21 *	20	22 *		18
15.9	16.0	15.9	15.5	12.6	12.9	13.8	13.7	14.1	12.6	10.8	10.5

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

FACTS OF LIFE				227	GOLDEN GIRLS				BOB HOPE'S USO CHRISTMAS				
14,350				16,390	21,090		16,570						
16.2				18.5	23.8		18.7	18.8 *		18.9 *		18.3 *	
25				28	36		31	29 *		31 *		32 *	
15.2	17.2	17.8	19.3	23.4	24.2	18.8	18.8	19.1	18.7	18.7	18.7	17.9	

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

15.0	15.4	11.3	10.4	10.4	11.4	10.6	9.3	8.3
21	25	17	16	16	14	17	16	16

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.9	3.7	3.0	2.9	3.0	3.4	2.0	1.3	1.7
5	6	5	4	5	5	3	2	3

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.6	3.0	3.4	3.3	2.6	2.5	2.5	2.3	1.9
4	5	5	5	4	4	4	4	4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.0	6.9	6.7	6.7	6.1	7.1	6.8	6.5	5.1
10	11	10	10	9	11	11	11	10

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.7	1.4	6.0	5.9	6.1	4.2	4.3	4.9	4.1
4	6	9	9	9	6	7	8	10

U.S. TV HOUSEHOLDS: 88,600,000
(1) CBS NFL PLAYOFF GAME-SAT. MINN. V. SF. (PAE), CBS, (4:00-7:25), (6)
(2) CBS NFL PLAYOFF POST-SAT. (PAE), CBS, (7:25-7:30), (5)

For explanation of symbols, See page B.

A-14 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. JAN. 9, 1988

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	42.8	39.5	36.4	33.7	30.5	28.1	24.1	22.0	20.1	18.0	15.7	14.1	13.0	12.0				

ABC TV

(1)

AVERAGE AUDIENCE (Hhds (000) & %)	{	1,950
SHARE AUDIENCE	%	2.2
AVG. AUD. BY 1/4 HR	%	6
	%	2.2

CBS TV

AVERAGE AUDIENCE (Hhds (000) & %)	{	
SHARE AUDIENCE	%	
AVG. AUD. BY 1/4 HR	%	

NBC TV

← SATURDAY NIGHT
(11:30-12:50)(PAE) → (PAE)

AVERAGE AUDIENCE (Hhds (000) & %)	{	7,270																
SHARE AUDIENCE	%	8.2	9.9 *			7.9 *												
AVG. AUD. BY 1/4 HR	%	23	24 *			23 *												
	%	10.3	9.4	8.1		7.6	6.4											

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	8.4	7.3	7.0	5.9	5.0	4.3	3.6
SHARE AUDIENCE %	20	21	24	26	26	21	29

SUPERSTATIONS

AVERAGE AUDIENCE	2.2	1.6	1.6	1.3	1.0	0.8	0.5 ^
SHARE AUDIENCE %	5	5	5	6	5	5	4 ^

PBS

AVERAGE AUDIENCE	1.4	1.2	0.9	0.5 ^	0.4 ^	0.2 ^	0.2 ^
SHARE AUDIENCE %	3	3	3	2 ^	2 ^	1 ^	2 ^

CABLE ORIG.

AVERAGE AUDIENCE	4.1	4.0	3.5	2.5	1.9	1.7	1.3
SHARE AUDIENCE %	11	11	12	11	10	11	10

PAY SERVICES

AVERAGE AUDIENCE	5.6	5.1	4.6	4.4	3.8	3.4
SHARE AUDIENCE %	16	17	16	23	26	27

U.S. TV HOUSEHOLDS: 80,000,000
(1) ABC WEEKEND REPORT SAT, ABC (11:30-11:45)

For explanation of symbols, See page B.

A-16 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE. SUN. JAN. 10, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	66.2	66.8	67.9	68.5	68.7	70.1	70.3	70.0	68.7	67.7	66.7	66.0	63.0	61.4	59.6	56.8	51.1	43.6

ABC TV

← DISNEY SUNDAY MOVIE → ← SPENSER: FOR HIRE → ← DOLLY → ← BUCK JAMES →
FLIGHT OF THE NAVIGATOR. (PAE) (PAE) (PAE) (PAE)

AVERAGE AUDIENCE (Hhds (000) & %)	{	12,940			13,560			13,380			10,990							
SHARE AUDIENCE %	%	22	21 *		22 *	22	21 *	23 *	22	21 *	24 *	21	20 *	20 *	21 *	21 *	21 *	21 *
AVG. AUD. BY 1/4 HR	%	13.1	14.5	15.2	15.5	13.9	15.0	16.1	16.4	13.7	15.4	16.1	15.2	12.4	12.4	12.4	12.6	12.6

CBS TV

← 60 MINUTES → ← CBS SUNDAY MOVIE → ← CBS SUNDAY NEWS →
TERRORIST ON TRIAL (PAE)

AVERAGE AUDIENCE (Hhds (000) & %)	{	19,760			11,780													2,920
SHARE AUDIENCE %	%	22.3	21.2 *		23.5 *	13.3	13.9 *	13.0 *	13.2 *	13.3 *	13.5 *	13.5 *	13.5 *	12.8 *	12.8 *	12.8 *	12.8 *	3.3
AVG. AUD. BY 1/4 HR	%	19.2	23.1	24.1	23.0	14.3	13.5	13.1	12.8	13.2	13.1	13.1	13.5	13.7	13.4	13.5	12.0	3.3

NBC TV

← OUR HOUSE → (1) (2) ← NBC SUNDAY NIGHT MOVIE →
(7:14-8:14)(PAE) MAN AGAINST THE MOB (9:14-11:14)(PAE)

AVERAGE AUDIENCE (Hhds (000) & %)	{	12,760			19,580		20,290		17,450									
SHARE AUDIENCE %	%	14.4	12.8 *		12.7 *	22.1	22.9	19.7 *	19.7 *	19.9 *	20.3 *	20.3 *	20.3 *	19.5 *	19.5 *	19.5 *	19.5 *	18.3
AVG. AUD. BY 1/4 HR	%	14.3	12.7	12.2	13.2	19.6	21.6	21.0	21.1	22.3	19.5	19.8	19.9	20.4	20.1	19.4	19.6	18.3

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	13.0	12.6	11.1	10.9	11.3	11.3	11.3	11.3	11.3	11.3	11.3	11.3	11.3	11.3	11.3	11.3	11.3	11.3
SHARE AUDIENCE %	20	18	16	16	17	17	17	17	17	17	17	17	17	17	17	17	17	17

SUPERSTATIONS

AVERAGE AUDIENCE	3.2	3.1	2.9	3.0	3.3	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0
SHARE AUDIENCE %	5	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5

PBS

AVERAGE AUDIENCE	2.1	2.3	5.4	5.3	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8
SHARE AUDIENCE %	3	3	8	8	4	4	4	4	4	4	4	4	4	4	4	4	4	4

CABLE ORIG.

AVERAGE AUDIENCE	4.1	4.1	4.4	4.7	4.8	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2
SHARE AUDIENCE %	6	6	6	7	7	6	6	6	6	6	6	6	6	6	6	6	6	6

PAY SERVICES

AVERAGE AUDIENCE	3.5	4.2	5.5	5.4	6.1	6.8	6.7	6.7	6.7	6.7	6.7	6.7	6.7	6.7	6.7	6.7	6.7	6.7
SHARE AUDIENCE %	5	6	8	8	9	10	11	11	11	11	11	11	11	11	11	11	11	11

U.S. TV HOUSEHOLDS: 88,000,000
(1) FAMILY TIES (PAE), NBC (8:14-8:44)
(2) MY TWO DADS (PAE), NBC (8:44-9:14)

For explanation of symbols, see page 8.

A 18 Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JAN.10, 1988

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	35.7	31.2	25.8	22.8	19.9	17.8	16.1	14.1	11.9	10.5	9.2	8.3	7.3	6.7				

ABC TV

(1)

AVERAGE AUDIENCE	{	1,680
(Hhlds (000) & %)	{	1.9
SHARE AUDIENCE	%	7
AVG. AUD. BY 1/4 HR	%	1.9

CBS TV

AVERAGE AUDIENCE	{	
(Hhlds (000) & %)	{	
SHARE AUDIENCE	%	
AVG. AUD. BY 1/4 HR	%	

NBC TV

(2) (PAE)

AVERAGE AUDIENCE	{	1,770
(Hhlds (000) & %)	{	2.0
SHARE AUDIENCE	%	7
AVG. AUD. BY 1/4 HR	%	2.5

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	5.2	4.4	3.4	2.5	1.5	1.2	1.0
SHARE AUDIENCE %	16	18	18	17	13	14	14

SUPERSTATIONS

AVERAGE AUDIENCE	1.2	1.1	0.9	0.8	0.6 ^	0.5 ^	0.4 ^
SHARE AUDIENCE %	4	5	5	5	5 ^	6 ^	6 ^

PBS

AVERAGE AUDIENCE	1.1	0.9	0.6 ^	0.4 ^	0.3 ^	0.2 ^	0.2 ^
SHARE AUDIENCE %	4	4	3 ^	3 ^	3 ^	2 ^	3 ^

CABLE ORIG.

AVERAGE AUDIENCE	1.1	2.0	1.8	1.7	1.3	1.0	0.8
SHARE AUDIENCE %	11	8	10	11	12	11	11

PAY SERVICES

AVERAGE AUDIENCE	1.1	3.5	2.9	2.3	2.1	2.1	1.7
SHARE AUDIENCE %	11	14	15	15	19	24	24

U.S. TV HOUSEHOLDS: 88,600,000
 (1) ABC WEEKEND REPORT-SUN, ABC, 10-11:45
 (2) G MICHAELS SPORTS MACHINE, (PAE), NBC, 11:44-11:59

For explanation of symbols, See page B.

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	8.9	10.1	12.0	14.1	16.4	18.6	20.5	21.7	22.6	23.6	24.2	24.9	25.3	26.1	26.2	26.6	27.0	27.1

ABC TV

	(PAE)	(1)	(PAE)	(2)	GOOD MORNING AMERICA-730 (CO-OP) (PARTICIPATING) (PAE)	GOOD MORNING AMERICA-830 (CO-OP) (PARTICIPATING) (PAE)
AVERAGE AUDIENCE (Hhlds (000) & %)	{	1,240		1,910	3,610	4,160
SHARE AUDIENCE	%	1.4		2.2	4.1	4.7
AVG. AUD. BY 1/4 HR	%	14		15	19	19
		1.4		2.2	3.9	4.2
					4.7	4.7

CBS TV

		CBS MORNING NEWS- 6:30AM	CBS THIS MORNING-A (SUS)	CBS THIS MORNING-1	CBS THIS MORNING-B (SUS)	CBS THIS MORNING-2	BLACKOUT
AVERAGE AUDIENCE (Hhlds (000) & %)	{	1,470		2,430		2,680	2,910
SHARE AUDIENCE	%	1.7		2.7		3.0	3.3
AVG. AUD. BY 1/4 HR	%	15		13		12	13
		1.6	1.7	2.7	2.8	3.0	3.1
						3.3	3.3

NBC TV

		NBC NEWS AT SUNRISE (PAE)	TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING) (PAE)	TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) (PAE)	SALE OF THE CENTURY
AVERAGE AUDIENCE (Hhlds (000) & %)	{	1,950		4,750	5,320
SHARE AUDIENCE	%	2.2		5.4	6.0
AVG. AUD. BY 1/4 HR	%	21		25	24
		1.8	2.6	5.4	5.3
				6.0	6.0
					3.5
					3.7

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	1.6	2.5	4.2	5.4	5.7	5.9	5.8	5.7	6.0
SHARE AUDIENCE %	17	19	24	26	25	24	23	22	23

SUPERSTATIONS

AVERAGE AUDIENCE	0.6	0.9	1.2	1.6	1.5	1.6	1.6	1.8	1.8
SHARE AUDIENCE %	6	7	7	7	6	7	6	7	7

PBS

AVERAGE AUDIENCE	<<	0.1	0.4	0.7	1.0	1.2	1.5	1.5	1.3
SHARE AUDIENCE %	<<	1	2	3	4	5	6	6	5

CABLE ORIG.

AVERAGE AUDIENCE	1.3	1.4	1.9	1.9	2.2	2.3	2.3	2.4	2.8
SHARE AUDIENCE %	14	10	11	9	9	10	9	9	11

PAY SERVICES

AVERAGE AUDIENCE	0.7	0.7	0.7	1.0	1.0	1.0	1.1	1.0	1.0
SHARE AUDIENCE %	7	5	4	5	5	4	4	4	4

U.S. TV HOUSEHOLDS: 100,000,000
(1) ABC WORLD NEWS MORN 8:15A-9A (6:15-6:30)
(2) ABC WORLD NEWS MORN 6:45A-7A (6:45-7:00)

For explanation of symbols, See page B.

A-22 **Nielsen NATIONAL TV AUDIENCE ESTIMATES**

DAY MON.-FRI. JAN. 4-8, 1988

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	26.3	26.8	27.1	27.6	28.2	29.6	31.6	32.5	32.7	33.5	34.2	34.9	34.3	34.4	33.8	33.8	33.9	31.1

ABC TV

		WHO'S THE BOSS? M-F	MR. BELVEDERE- M-F	RYAN'S HOPE	LOVING	ALL MY CHILDREN	ONE LIFE TO LIVE (PAE)
AVERAGE AUDIENCE (Hhlds (000) & %)	{	3,610 4.1	2,840 3.2	3,030 3.4	4,220 4.8	7,350 8.3	7,550 8.5
SHARE AUDIENCE %	%	15	11	11	14	7.9 24	8.4 25
AVG. AUD. BY 1/4 HR	%	3.9	4.2	3.2	3.5	4.7	8.6

CBS TV

		NEW CARD SHARKS	PRICE IS RIGHT 1	PRICE IS RIGHT 2 (PAE)	YOUNG AND THE RESTLESS	BOLD AND THE BEAUTIFUL	AS THE WORLD TURNS
AVERAGE AUDIENCE (Hhlds (000) & %)	{	3,260 3.7	5,210 5.9	6,800 7.7	8,740 9.9	5,900 6.7	7,070 8.0
SHARE AUDIENCE %	%	14	22	27	30	30	24
AVG. AUD. BY 1/4 HR	%	3.5	3.8	5.6	6.1	7.3	8.1

NBC TV

		CLASSIC CONCENTRATION	WHEEL OF FORTUNE	WIN, LOSE OR DRAW	SUPER PASSWORD	SCRABBLE	DAYS OF OUR LIVES	ANOTHER WORLD (PAE)
AVERAGE AUDIENCE (Hhlds (000) & %)	{	3,770 4.3	5,920 6.7	4,640 5.2	3,420 3.9	4,430 5.0	7,140 8.1	5,120 5.8
SHARE AUDIENCE %	%	16	24	18	12	15	23	17
AVG. AUD. BY 1/4 HR	%	4.1	4.4	6.6	6.8	5.0	4.9	5.7

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	5.9	5.2	5.2	5.6	6.3	6.0	6.5	6.9	7.0
SHARE AUDIENCE %	22	19	18	17	19	17	19	21	21

SUPERSTATIONS

AVERAGE AUDIENCE	1.9	1.7	1.7	1.9	2.1	1.9	2.0	2.0	2.0
SHARE AUDIENCE %	7	6	6	6	6	6	6	6	6

PBS

AVERAGE AUDIENCE	1.1	0.8	0.7	0.8	0.7	0.9	0.9	0.7	0.8
SHARE AUDIENCE %	4	3	2	2	2	2	3	2	2

CABLE ORIG.

AVERAGE AUDIENCE	2.9	3.0	3.1	3.1	3.1	3.0	3.4	3.7	3.8
SHARE AUDIENCE %	11	11	11	10	9	9	10	11	11

PAY SERVICES

AVERAGE AUDIENCE	1.0	1.0	0.9	1.0	1.0	1.0	1.1	1.1	1.3
SHARE AUDIENCE %	4	4	3	3	3	3	3	3	4

U.S. TV HOUSEHOLDS: 88,660,000

For explanation of symbols, see page B

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN. 4 8, 1988

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	33.3	34.1	34.7	35.4	35.8	38.1	40.1	41.8	43.5	45.8	48.1	51.1	57.8	60.0	61.2	62.7

ABC TV

← GENERAL HOSPITAL → (PAE)

ABC WOR-D
NEWS TONIGHT

AVERAGE AUDIENCE
(HHds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{ 7,890
8.9 8.9 * 8.9 *
26 26 * 26 *
% 8.9 8.8 8.9 8.9

11,270
12.7
21
12.6 12.9

CBS TV

← GUIDING LIGHT →
(PAE)

CBS EVENING
NEWS-RATHER

AVERAGE AUDIENCE
(HHds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{ 6,330
7.1 7.1 * 7.1 *
21 21 * 21 *
% 7.2 7.1 7.2 7.1

11,640
13.1
21
12.9 13.4

NBC TV

← SANTA BARBARA → (PAE)

NBC NIGHTLY
NEWS

AVERAGE AUDIENCE
(HHds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{ 4,770
5.4 5.4 * 5.4 *
16 16 * 16 *
% 5.4 5.3 5.4 5.5

11,020
12.4
20
12.3 12.5

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

7.7 8.7 9.7 11.0 12.3 13.1 14.6 16.4
23 25 26 27 28 27 25 26

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.3 2.6 2.6 2.6 2.8 2.9 2.9 3.5
7 7 7 8 6 6 5 6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.6 0.7 1.0 1.0 1.2 1.1 1.3 1.4
2 2 3 3 3 2 2 2

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.2 4.4 4.5 4.6 4.1 4.2 4.6 5.0
11 13 12 11 9 8 8 8

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.3 1.3 1.3 1.6 1.5 1.7 2.0 2.3
4 4 3 4 3 3 3 4

U.S. TV HOUSEHOLDS: 88,000,000

For explanation of symbols, see page B

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.6	7.5	8.6	10.4	12.5	14.9	17.1	20.2	23.1	25.4	28.2	30.0	30.5	32.1	33.3	33.7	34.5	34.1

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

CARE BEAR FAMILY	LITTLE CLOWNS- HAPPYTOWN	MY PET MONSTER	ALL NEW POUND PUDDLES	LITTLE WIZARDS	REAL GHOSTBUSTERS	FLINTSTONE KIDS
1,590	2,040	2,840	1,370	3,720	4,520	4,870
1.8	2.3	3.2	3.8	4.2	5.1	5.5
13	12	13	13	13	15	16
1.6	2.0	2.1	2.5	2.9	3.4	3.7

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

HELLO KITTY	MUPPET BABIES I	MUPPET BABIES II	MUPPET BABIES III	PEE WEE'S PLAYHOUSE	MIGHTY MOUSE	POPEYE & SON
1,150	2,920	4,430	4,520	5,490	3,990	3,900
1.3	3.3	5.0	5.1	6.2	4.5	4.4
9	17	20	18	20	13	13
1.2	1.5	2.8	3.8	4.9	5.2	4.4

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

GUMMI BEARS (PAE)	SMURFS I	SMURFS II	SMURFS III (PAE)	ALF-SAT MORN (PAE)	ALVIN AND THE CHIPMUNKS	FRAGGLE ROCK
2,220	3,190	4,610	5,940	6,820	7,270	4,870
2.5	3.6	5.2	6.7	7.7	8.2	5.5
20	20	23	24	26	25	17
2.0	2.9	3.3	3.9	4.8	5.6	5.4

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.5	3.0	3.8	4.4	5.1	6.5	6.1	6.8	7.5
35	32	28	24	21	22	19	20	22

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.6	0.8	1.0	1.2	1.2	1.5	1.2	1.4	1.8
8	8	7	6	5	5	4	4	5

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.1	0.1	0.5	1.0	1.1	1.4	1.3	1.8	2.2
1	1	4	5	5	5	4	5	6

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.1	1.8	2.3	2.5	3.3	4.1	4.8	4.9	4.7
15	19	17	17	14	14	15	15	14

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.8	1.0	1.0	1.4	2.0	2.1	1.7	1.9	3.0
11	11	7	11	8	7	5	6	9

U.S. TV HOUSEHOLDS: 80,600,000

For explanation of symbols, See page 8

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	35.1	36.5	37.8	39.1	39.5	40.0	41.0	42.0	43.3	44.4	43.5	43.4	43.9	43.9	43.2	44.5	45.2	44.9

ABC TV

BUGS BUNNY & TWEETY SHOW ANIMAL CRACK-UPS HEALTH SHOW (1)

AVERAGE AUDIENCE (Hhds (000) & %)	{	4,520		3,720		1,770		1,770										
SHARE AUDIENCE %	%	5.1		4.2		2.0		2.0										
AVG. AUD. BY 1/4 HR	%	14		11		5		5										
	%	4.9	5.4	4.4	4.1	2.1	1.8	2.0	2.1									

CBS TV

DENNIS THE MENACE TEEN WOLF GALAXY HIGH SCHOOL

CBS NFL PLAYOFF PRE-SAT

AVERAGE AUDIENCE (Hhds (000) & %)	{	3,370		3,900		3,630												5,050
SHARE AUDIENCE %	%	3.8		4.4		4.1												5.7
AVG. AUD. BY 1/4 HR	%	11		11		10												13
	%	3.7	3.8	4.2	4.6	3.9	4.2											4.1 7.3

NBC TV

NEW ARCHIES

NFL LIVE: SAT

NFL PLAYOFF GAME-SAT
INDIANAPOLIS VS. CLEVELAND
(12:30-3:56)(PAE)

(2)

AVERAGE AUDIENCE (Hhds (000) & %)	{	4,340		7,350		16,480												8,060
SHARE AUDIENCE %	%	4.9		8.3		18.6	14.0 *	17.1 *	19.9 *	19.3 *	20.4 *	21.0 *	21.0 *	21.0 *	19.7	11.2		9.1
AVG. AUD. BY 1/4 HR	%	15		22		43	36 *	41 *	45 *	44 *	46 *	48 *	48 *	48 *	19.7	11.2		20
	%	4.7	5.0	7.6	9.0	13.1	15.0	16.4	17.9	19.3	20.4	19.2	19.5	20.4	20.3	21.0	21.0	19.7 11.2

INDEPENDENTS

(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	7.5	8.1	9.1	8.3	8.1	9.0	9.2	9.3	10.7
SHARE AUDIENCE %	21	21	23	20	18	21	21	21	24

SUPERSTATIONS

AVERAGE AUDIENCE	2.2	2.1	2.1	1.8	1.8	2.4	2.4	2.6	2.8
SHARE AUDIENCE %	6	5	5	4	4	6	5	6	6

PBS

AVERAGE AUDIENCE	1.8	1.6	1.6	1.9	1.7	1.8	2.1	2.3	2.0
SHARE AUDIENCE %	5	4	4	5	4	4	5	5	4

CABLE ORIG.

AVERAGE AUDIENCE		5.3	4.9	4.8	5.0	5.5	5.4	4.6	5.4
SHARE AUDIENCE %		14	12	12	11	13	12	11	12

PAY SERVICES

AVERAGE AUDIENCE		4.2	2.8	3.4	3.4	2.7	1.9	2.0	2.1
SHARE AUDIENCE %		11	7	8	8	6	4	5	5

U.S. TV HOUSEHOLDS: 98,000,000

(1) ABC WEEKEND SPECIALS, COLUMBIA, (INCL. ABC (1:00-1:30),(R))

(2) NFL PLAYOFF POST-SAT, (PAE), NBC, (1:30-4:10),(S)

For explanation of symbols, see page 8

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HIUT	45.2	46.6	47.8	48.8	50.2	51.7	52.9	53.9	56.1	57.5	58.6	59.8						

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

PRO BOWLERS TOUR
(4:30-6:06)

ABC WRLD NEWS
TONIGHT-SAT
(PAE)

3,540													4,960
4.0	3.3	*		3.8	*		4.7	*					5.6
8	7	*		7	*		9	*					9
3.3	3.3		3.6	3.9	4.3	5.1	5.6			5.9	5.4		

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

CBS NFL PLAYOFF GAME-SAT
MINNESOTA VS SAN FRANCISCO
(4:00-7:25)

20,200													
22.8	17.5	*		21.0	*		23.0	*		23.0	*		24.3
43	38	*		43	*		45	*		43	*		44
15.7	19.3		20.5	21.5	22.8	23.2	23.5	22.6	24.1	24.5	25.7	26.0	

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

(1)

NBC NIGHTLY
NEWS-SAT.

7,970	
9.0	
15	
8.6	9.4

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

10.6		11.7		11.5		12.3		11.4		12.6
23		24		23		23		20		21

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.5		2.8		2.9		3.2		3.1		3.4
5		6		6		8		5		6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.1		2.2		2.3		2.2		2.4		2.3
5		5		5		4		4		4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

8.4		5.8		6.4		6.2		6.5		6.1
12		12		13		12		11		10

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.0		2.7		2.7		2.9		2.3		2.3
8		6		5		9		4		4

U.S. TV HOUSEHOLDS: 81,000,000
(1) NFL PLAYOFF POST-SAT, NBC (11:00-4:10), (5)

For explanation of symbols, See page 8

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	5.9	6.6	7.7	9.0	11.5	14.2	17.0	19.6	22.2	25.3	27.3	28.9	30.0	31.7	32.3	33.2	33.7	34.1

ABC TV

AVERAGE AUDIENCE {
(Hhids (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

CBS TV

AVERAGE AUDIENCE {
(Hhids (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

FOR OUR TIMES
(5US)

SUNDAY MORNING

FACE THE
NATION

3,900					2,750
4.4	3.9 *		4.5 *		4.9 * 3.1
16	17 *		16 *		16 * 9
3.4	4.4	4.4	4.5	4.9	4.9 3.1 3.0

NBC TV

AVERAGE AUDIENCE {
(Hhids (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

SUNDAY TODAY

MEET THE PRESS

1,770					2,300
2.0	1.6 *		2.1 *		2.4 * 2.6
11	12 *		11 *		10 * 9
1.5	1.7	2.0	2.1	2.2	2.6 2.7 2.5

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	1.8	2.5	3.8	5.7	6.6	8.0	8.8	9.6	11.0
SHARE AUDIENCE %	29	30	29	31	28	28	29	29	32

SUPERSTATIONS

AVERAGE AUDIENCE	0.3 ^	0.5 ^	1.0	1.5	1.8	2.5	2.5	2.7	3.4
SHARE AUDIENCE %	5 ^	6 ^	8	8	8	9	8	8	10

PBS

AVERAGE AUDIENCE	0.2 ^	0.2 ^	0.7 ^	1.4	2.1	2.3	2.0	1.7	1.7
SHARE AUDIENCE %	3 ^	2 ^	5 ^	8	9	8	6	5	5

CABLE ORIG.

AVERAGE AUDIENCE	1.3	1.7	2.9	3.4	4.0	4.6	5.3	6.0	6.2
SHARE AUDIENCE %	21	20	22	19	17	16	17	18	18

PAY SERVICES

AVERAGE AUDIENCE	1.1	1.4	1.5	1.8	2.8	3.8	3.9	4.2	3.2
SHARE AUDIENCE %	18	17	12	10	12	14	13	13	9

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, see page B

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	35.8	37.2	38.3	40.9	43.3	45.6	46.2	47.4	48.6	48.8	48.4	48.8	48.8	49.4	50.2	51.5	51.1	49.3

←THIS WEEK-DAVID BRINKLEY→BUSINESS WORLD

ABC TV

AVERAGE AUDIENCE (Hhds (000) & %)	{	3,280				1,240												
SHARE AUDIENCE %	%	3.7	3.7 *		3.7 *	1.4												
AVG. AUD. BY 1/4 HR	%	9	9 *		8 *	4												
	%	3.7	3.7	3.8	3.6	1.4	1.4											

CBS TV

AVERAGE AUDIENCE (Hhds (000) & %)	{		9,570		24,540												14,880	
SHARE AUDIENCE %	%		10.8		27.7	20.2 *	26.2 *	28.4 *	28.2 *	30.0 *	31.7 *	16.8	17.5 *					
AVG. AUD. BY 1/4 HR	%		28		57	46 *	56 *	58 *	58 *	61 *	62 *	34	35 *					
	%		8.9	12.7	18.7	21.8	25.4	27.0	28.1	28.7	27.4	29.0	29.5	30.5	31.4	31.9	22.0	15.8

CBS NFL PLAYOFF PRE-SUN.

CBS NFL PLAYOFF GAME-SUN.
WASHINGTON VS CHICAGO
(12:30-3:39)(PAE)

(1)

NBC TV

AVERAGE AUDIENCE (Hhds (000) & %)	{																7,270	
SHARE AUDIENCE %	%																8.2	
AVG. AUD. BY 1/4 HR	%																16	
	%																4.3	12.0

NFL LIVE: SUN

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	11.9	11.7	11.1	9.5	9.1	9.3	9.0	9.7	10.7
SHARE AUDIENCE %	33	30	25	20	19	19	18	19	21

SUPERSTATIONS

AVERAGE AUDIENCE	3.9	3.9	3.5	2.9	2.7	2.7	2.6	3.0	3.3
SHARE AUDIENCE %	11	10	8	6	6	6	5	6	7

PBS

AVERAGE AUDIENCE	1.8	1.6	1.5	1.5	1.4	1.1	1.2	1.0	1.3
SHARE AUDIENCE %	4	4	3	3	3	2	2	2	3

CABLE ORIG.

AVERAGE AUDIENCE	6.3	5.7	5.0	4.5	4.3	4.7	4.4	4.6	5.5
SHARE AUDIENCE %	17	14	11	10	9	10	9	9	11

PAY SERVICES

AVERAGE AUDIENCE	1.1	2.6	2.5	2.5	2.4	1.9	1.7	1.5	1.5
SHARE AUDIENCE %	0	7	6	5	5	4	3	3	3

U.S. TV HOUSEHOLDS: 88,000,000
(1) CBS NFL PLAYOFF POST-SUN, (PAE), (M), (3:39-4:02), (S)

For explanation of symbols, see page 8

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	48.5	49.0	49.3	49.8	50.4	51.0	51.8	54.1	57.6	58.9	60.0	61.8						

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

ABC WRLD NEWS
TONIGHT-SUN
(PAE)

7,710
8.7
14
8.3 9.0

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← CBS NCAA BASKETBALL-SUN
GEORGETOWN VS DE PAUL
(4:02-6:00)(PAE) → CBS EVENING
NEWS-SUNDAY

3,990
4.5 5.8 * 4.3 * 3.9 * 4.0 * 6,820
9 12 * 9 * 8 * 8 * 7.7
% 6.5 5.2 4.5 4.2 4.1 3.7 3.8 4.2 7.2 8.3
% 13

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

NFL PLAYOFF GAME-SUN
HOUSTON VS DENVER
(4:00-7:14)

20,820
23.5 22.2 * 24.3 * 24.7 * 23.7 * 24.0 * 23.2 *
43 46 * 49 * 49 * 45 * 41 * 38 *
% 21.2 23.1 24.1 24.4 24.5 25.0 23.6 23.8 24.6 23.4 23.0 23.3
%

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

10.0 10.5 11.1 11.8 11.1 12.2
21 21 22 22 19 20

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.8 2.8 2.6 2.5 2.5 2.5
6 6 5 5 4 4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.5 1.6 1.6 1.8 1.7 1.8
3 3 3 3 3 3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.5 5.9 4.8 5.1 5.5 5.5
11 12 9 10 9 9

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9 1.8 2.6 3.2 3.2 3.0
4 4 5 6 5 5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, see page B.

Client Notice

March 2, 1988

THE POCKETPIECE REPORT January 4-10, 1988

The following revised program audience estimates are the result of program lineup changes received from the network too late for inclusion in the above report.

62 PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN.4-10,1988

PROGRAM NAME										HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
DAY	TIME	DUR	NET	NO.	KEY	T/C	AVE. AUD. %	SH %	AVE. 0.000	TOT. WORK- PERS ING WOM. (2+)	18+	W O M E N					M E N					TEENS TOT. 12- 17											
												18-	18-	25-	25-	35-	18-	18-	21-	25-	25-		35-										
#STNS	CY%	TYPE										TOTAL	34	49	21+	49	54	64	55+	TOTAL	34	49	21+	49	49	54	64	55+					
WEEKEND DAYTIME OTHER																																	
BUSINESS WORLD										A	1.5	4	133	1374	245A	853	135A	203A	649	247A	247A	313A	370A	658	94V	309A	658	309A	309A	429A	429A	229A	14V
SUN										B	1.6	4	137	1332	203A	632	133A	296A	629	280A	263A	307A	334	627	100A	267A	626	265A	265A	378	378	248A	<<
										C	1.4	4	123	1303	165A	580	112A	230	575	215A	293	273	323	617	130A	311	610	304	288	347	334	247	37V

115 PROGRAM AUDIENCE ESTIMATES (By Time Periods)

JAN.4-10,1988

DAY TIME NETWORK PROGRAM NAME		HOUSE- HOLDS	AVERAGE MINUTE AUDIENCE %																				
			TOT. PERS (2+)	W O M E N		M E N	T E E N S					C H I L D R E N											
				15- 24	18- 49	15- 24	TOTAL	TOTAL MALE 12- 17	FEM. 12- 17	TOT. 12- 17	TOT. 12- 17	TOTAL MALE 2- 11	FEM. 2- 11	TOT. 2- 11	TOT. 6- 9	MALE 6- 9	FEM. 6- 9	TOT. 6- 9					
SUNDAY MORNING																							
12.30- 1.00PM A BUSINESS WORLD		TVU	44.5 1.5	27.7 .8	21.3 .3v	25.0 .9	23.1 .6A	25.5 <<	33.5 1.1	27.2 .1v	27.6 <<	26.7 .2v	27.8 .2v	26.5 <<	21.5 .2v	23.1 <<	19.8 .3v	23.5 <<	20.1 .3v	23.5 .1v	16.5 .6v	18.1 .5v	22.1 .1v
1.00- 1.30PM		TVU	46.8	29.5	18.6	26.0	24.6	28.3	36.5	29.2	32.4	25.9	31.7	26.8	22.2	23.5	20.8	23.1	21.5	24.1	18.8	18.4	24.9
1.30- 2.00PM		TVU	48.7	31.1	21.7	28.1	26.2	27.7	38.5	28.7	32.2	25.0	31.1	26.4	22.8	23.5	22.2	22.5	23.1	26.4	19.7	20.8	25.6

118 PROGRAM AUDIENCE ESTIMATES (By Time Periods)

JAN.4-10,1988

DAY		HOUSE- HOLDS	AVERAGE MINUTE AUDIENCE %																				
TIME	NETWORK PROGRAM NAME		TOT. PERS (2+)	W O M E N			M E N									T E E N S			CHLD TOT.				
				18- 49	21- 24	25- 54	18- 24	18- 34	18- 49	21- 24	21- 34	25- 49	25- 54	35- 64	55+	17	17	11					
SUNDAY AFTERNOON		TVU	44.5	27.7	25.2	25.0	23.1	25.7	23.8	33.5	24.0	30.4	31.9	34.0	32.5	33.3	34.2	34.9	34.9	35.8	27.2	27.6	21.5
12.30- 1.00PM A BUSINESS WORLD			1.5	.8	.8A	.9	.6A	1.0	.8A	1.1	<<	.4V	.7A	1.1	.8A	1.0A	.9A	1.2A	1.5A	1.4A	.1V	<<	.2V

Nielsen Television Index

NETWORK INFORMATION SERVICES



Client Notice

February 17, 1988

THE POCKETPIECE REPORT January 4-10, 1988

The following revised program audience estimates are the result of program lineup changes received from the network too late for inclusion in the above report.

51 &

53 PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 4-10, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
													TOT. PERS.	WOMEN		MEN	TEEN S					CHILDREN											
DAY	TIME	DUR	NET	NO. OF	KEY	AVG. AUD.	SH	AVG. AUD.		15-17	18-24	25-34	35-44	45-54	55-64	65-74	75-84	85-94	95-104	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.				
#STNS	CVG%	TYPE	T/C			%	%	0.000		(2+)	24	TOTAL	49	24	TOTAL	17	17	17	14	17	11	11	11	5	11	11	11	8	11				
WEEKEND DAYTIME CHILDREN																																	
FRAGGLE ROCK										A	5.3	17	470	1507	157	421	359	62^	281	127^	39^	88^	53^	74^	678	323	355	322	355	178	177	211	145
SAT	11.00A	30	NBC	2	B	4.8	16	425	1580	135	441	364	88^	301	145	53^	92^	66^	79^	693	335	358	320	374	190	184	190	184					
	170	B1	CA	9	C	5.0	17	444	1558	157	385	320	87	254	201	67	134	109	92	717	351	366	323	394	198	196	216	178					
NEW ARCHIES(B)										A	4.6	14	408	1492	171	418	328	67^	258	234	55^	179	155^	79^	583	292	291	245	338	177	161	178	160
SAT	11.30A	30	NBC																														

59 PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 4-10, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		CHILD				
													TOT. PERS.	WORK. ING.	WOMEN					MEN										TEEN S		TOT.			
DAY	TIME	DUR	NET	NO. OF	TYPE	T/C	AVG. AUD.	SH %	AVG. AUD.	0.000	(2+)	18+	TOTAL	49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64	55+	17	17	2-	11				
WEEKEND DAYTIME SPORTS																																			
NFL PLAYOFF POST-SAT(S)										A	8.9	20	789	1782	249	604	406	572	338	901	149	394	632	853	584	643	483	543	370	209	129	88	148		
SAT 3.56P 14 NBC																																			
198 98 SC																																			
3.30 - 4.00										A	10.8	24	957	1787	229	562	372	536	312	934	164	409	651	872	589	661	487	559	384	211	140	90	152		
4.00 - 4.30										A	8.1	18	718	1788	260	630	427	594	354	888	142	388	625	846	584	637	484	537	364	210	123	87	147		

Nielsen Television Index



NETWORK INFORMATION SERVICES

111 PROGRAM AUDIENCE ESTIMATES (By Time Periods)

JAN. 4-10, 1988

JAN. 4-10, 1968

DAY TIME NETWORK PROGRAM NAME	HOUSE- HOLDS	AVERAGE MINUTE AUDIENCE %																				
		TOT. PERS (2+)	WOMEN				MEN				T E E N S					C H I L D R E N						
			15-		18-		15-		18-		TOTAL MALE		FEM.		TOT.		TOTAL MALE		FEM.		TOT.	
			24	TOTAL	49	24	TOTAL	17	17	17	14	17	11	11	11	5	11	11	11	8	11	
SATURDAY MORNING																						
11.00-11.30AM N FRAGGLE ROCK	TVU	34.8 5.3	21.6 3.1	20.2 4.1	16.5 2.2	16.7 2.9	18.1 1.6	18.4 1.6	24.0 3.0	24.3 1.8	23.8 4.2	26.6 2.5	21.5 3.4	41.8 9.3	42.3 8.7	40.4 9.9	44.2 10.7	39.4 8.3	42.8 8.1	35.9 8.4	39.2 9.5	39.7 7.0
11.30-12.00NN N NEW ARCHIES(B)	TVU	35.8 4.6	22.8 2.7	22.0 3.9	18.2 1.9	18.5 2.3	21.3 1.5	20.4 1.3	27.7 4.8	27.7 2.2	27.6 7.4	32.8 6.5	22.8 3.2	38.0 6.9	39.3 5.8	36.6 7.0	39.5 7.0	36.9 6.8	41.1 7.0	32.6 6.6	34.6 7.0	39.4 6.7

117 PROGRAM AUDIENCE ESTIMATES (By Time Periods)

JAN. 4-10, 1988

DAY TIME NETWORK PROGRAM NAME		HOUSE- HOLDS	AVERAGE MINUTE AUDIENCE %																			JAN. 4-10, 1968		
			TOT. PERS (2+)	WORK- ING WOM. 18+	W O M E N						M E N						T E E N S TOT. 12-17	CHLD TOT. 2+						
					18-	25-	18-	18-	18-	21+	21-	25-	25-	35-										
															TOTAL	49			21+	54	TOTAL	24	34	49
SATURDAY AFTERNOON																								
3.30- 4.00PM N NFL PLAYOFF POST-SAT(S)>		TVU	45.1 10.8	29.5 7.5	24.4 5.7	27.0 5.8	25.0 6.1	27.2 5.9	25.8 5.9	34.3 10.8	32.0 12.2	34.3 11.7	33.4 11.0	34.5 10.7	33.6 11.0	33.8 11.2	33.8 10.6	34.0 10.9	32.5 9.6	36.5 9.6	30.1 6.7	37.1 8.6	24.0 4.2	
4.00- 4.30PM N NFL PLAYOFF POST-SAT(S)>		TVU	45.9 8.1	30.2 5.6	25.2 4.8	28.3 4.9	26.4 5.3	28.7 4.9	27.7 5.0	35.0 7.7	32.0 7.9	34.8 8.3	33.5 7.9	35.2 7.8	33.6 8.1	34.1 8.1	33.9 7.9	34.4 7.8	33.4 6.8	38.3 7.1	31.2 4.5	33.2 6.2	23.0 3.1	